

Early idea
for co-design

Emotions Library

Search for feelings

Online platform for newcomers to find, make and share feelings of their Canadian journey; the ups, downs, and everything in-between.



Meet Eros

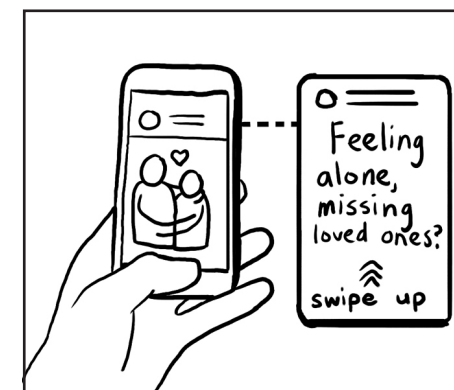
Five years ago Eros moved to Canada from the Philippines. He struggled to fit-in. His mom felt more like a stranger than a confidante. He started dabbling with drugs, and found they took some of the discomfort away. He made friends. Until the day he overdosed, and started searching for a new outlet for his confusion.

Eros turned to youtube and blogs, cobbling together inspirational videos and writing to help him re-imagine his relationship to himself and to his mom. He found an online community, and realized he wasn't so alone.

Eros never thought to seek formal help. Doctors, therapists and addictions counselors weren't even in his vocabulary. Instead, he used the tool he was most familiar with: the internet. Eros pulled together his own resource bank, creating a do-it-yourself learning journey that helped him normalize his discomforts, anxieties, and fears.

What if newcomers who have found their way through tough times could share their know-how with newcomers struggling? What if the feelings kicked up by the transition to Canada weren't so hidden from view, but openly talked about and shared. Emotions Library makes feelings something to talk about within yourself and with friends, family, or peers.

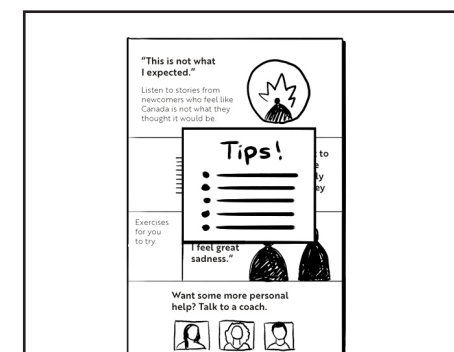
What is Emotions Library?



Eunica misses the Philippines and has been posting throwback pics. She gets an ad on her Instagram for the Emotions Library and swipes up to learn more.



Eunica lies awake looking at posts made by other newcomers who have been experiencing similar feelings. She feels less alone in her guilt.



After clicking Eros' playlist and watching a video, a pop-up message gives tips for talking about confusing emotions with people close to you.



Eunica sends a link to her mom with a video & a message. Eunica's mom feels like she is getting to know her daughter again, and Eunica feels better understood.



Eunica's mom checks out other videos on the bus. She gets a sense of what other people like her daughter are going through and starts feeling like she knows her daughter again.



Eunica explores the library and finds other people's videos and podcasts. She decides she wants to make her own video to capture how she's feeling.

Who to partner with?

Who might we partner with to deliver Emotions Library?

- Pre-arrival services
- Airlines to give access to Emotions Library as part of in-flight content
- Guidance counsellors & social workers in schools
- Bus & transit companies to advertise

Who might we partner with to develop Emotions Library?

- Film & animation schools to pair with newcomers to bring feelings to life
- Coding schools to develop platform and social media integrations
- Artists & design school students to visualize emotions
- Linguistics departments to find vocabulary across languages
- Comedians in different languages
- Next Stop Canada (peer coaches)

What might the revenue model be?

- **Subscription model:** We might work with EAP/ Employee wellness providers (e.g Great West Life) and universities to purchase a subscription for their members/students
- **Corporate sponsorship:** We might work with Internet service providers to underwrite the platform, like Bell (Let's Talk Corporate)
- **Fee for Service:** We might package & sell materials for curriculum at universities (psychology, social work, social services work)
- **Probono/partnerships:** We might develop content with Toronto/Ontario/BC/National Arts Councils or Film Boards.

Co-create this idea! Get in touch

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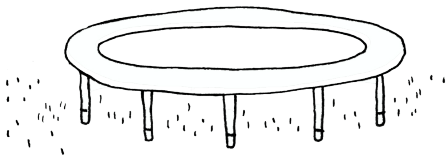
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For more info about the design process behind Emotions Library:



Check our website or contact us!

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The Big Idea

a shift from

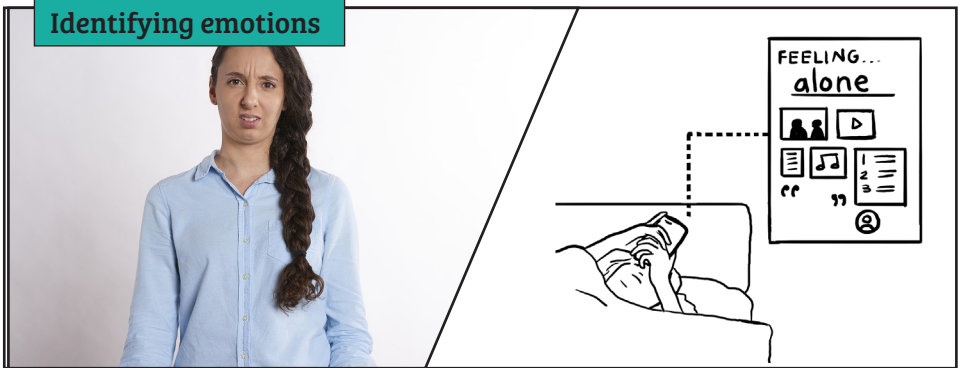
Expert and diagnosis-led mental health services

To...

A do-it-yourself users' manual to emotions & experiences, designed to validate feelings and provide the tools to explore and share emotional states with your natural supports.



What if newcomers' difficult feelings were normalized and easier to explore?



Now: People know they have feelings, but often can't name them, or don't know how to articulate them.

With Emotions Library: Reading and watching content grouped by feelings can increase people's emotional vocabulary, which is critical for well-being.



Now: People keep their emotions inside and don't know how to start conversations, or share their feelings with loved ones. Emotions are often stigmatized.

With Emotions Library: People have tools/prompts for engaging loved ones in conversations about their feelings and the emotional undercurrents of the newcomer experience.

Solves the problem of:

- Isolation:** Newcomers can feel alone and confused by their experience.
- Reluctance:** There are few places to turn when mental health care feels culturally taboo and talking with family feels impossible.
- Masking:** There is a strong social norm for newcomers to feel grateful, which can compound stressors.

Three core features



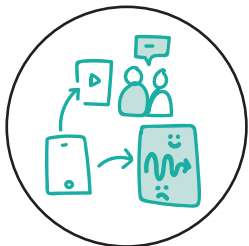
Made for & by newcomers

Newcomers can create and upload their own content about the experience transitioning to Canada. These playlists bring together videos, music, blogs, poetry, pictures, etc.



Visually searchable

Content can be found by searching words and images from across cultures. People can learn about different kinds of emotions and ways of expressing them.



Facilitates sharing

Forward or download prompts to spark conversations with friends and family.

Key user groups



The can't namers

Newcomers who are unable to name and express their emotions because they don't have the words to articulate what they are feeling.



The share-mores

Newcomers who want to share their feelings with family members, friends or the public but social or cultural stigma, and not knowing how to start, dampen sharing.

How does Emotions Library make change?

Using these mechanisms

- Enabling newcomers to practice a new 'script' about their experience
- Modelling ways to talk about emotions
- Offering positive feedback from exploring emotions
- Giving opportunities to contribute by uploading own content
- Barrier busting by providing culturally attuned strategies

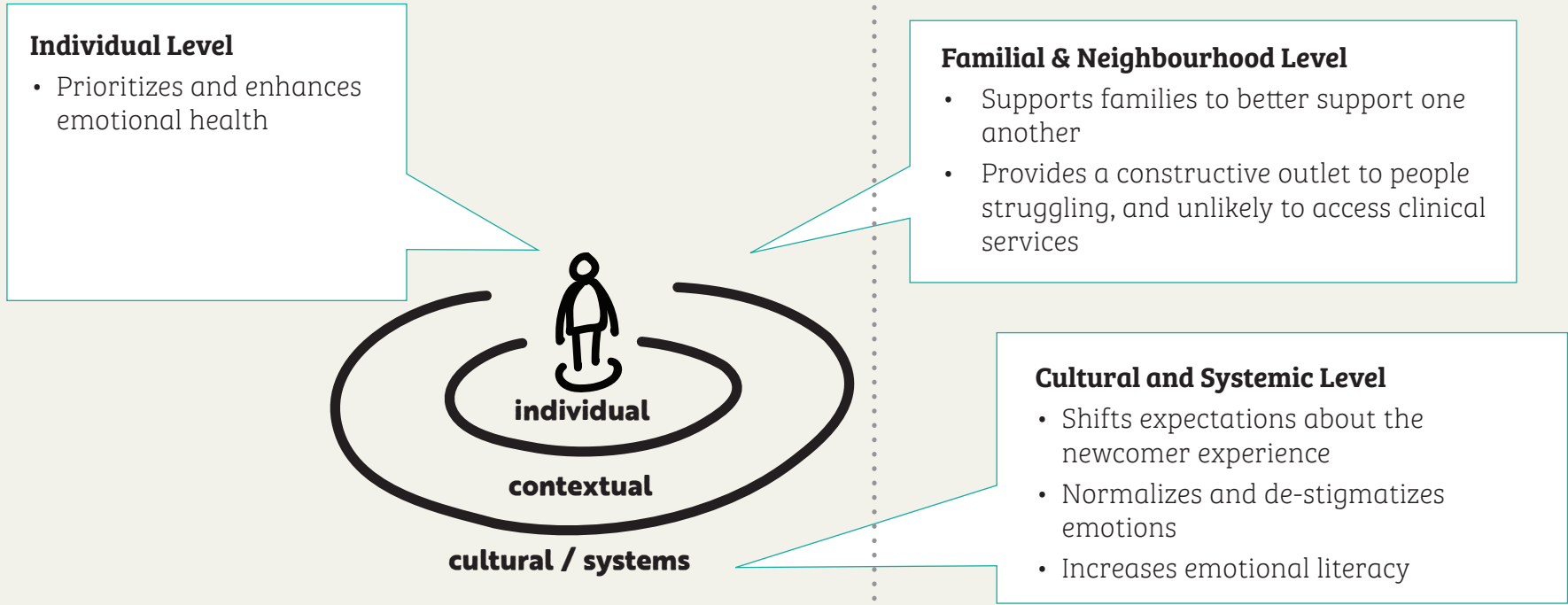
Key determinants

- Feeling motivated and inspired to re-frame experiences
- Feeling less isolated and alone
- Identifying and naming feelings with granularity
- Gaining confidence and competence to share feelings and find healthy coping mechanisms
- Outlets for turning adversity into positive challenge and purpose

Key outcomes

- Greater sense of connectedness
- Increased self-worth and self-compassion
- Greater balance and emotional resiliency
- Strengthened informal relationships

At an individual & systems level



What else is out there like this?

7 cups Free Online Emotional Support

What's similar: Online emotional support offered in many languages

How Emotions Library is different:

- Does not medicalize experiences; show user-made content including art/music/comedy

The Stories of Us

What's similar: Workshops for newcomers to share their biographical stories

How Emotions Library is different:

- Collects & tags stories by emotional states
- Puts stories into playlists; makes searchable

Tumblr: Post It Forward

What's similar: Attempting to de-stigmatize emotional health for young people to post about emotions and receive encouraging comments

How Emotions Library is different:

- In multiple languages; helps identify/define emotions

The Big White Wall

What's similar: Self-help using online forums

How Emotions Library is different:

- Uses informal language; rather than mental health or diagnostic terminology
- Has an art/creativity component
- Social/peer support component

Humans of New York

What's similar: Website with photos & short stories

How Emotions Library is different:

- User-generated content across media types
- Offers tools for sharing & talking